

## NAR 2017 Legislative Meetings

### Consumer Communications Committee

May 16 – May 19, 2017

Karin Haskell, Committee Member, Consumer Communications Committee

I'm honored and excited to be part of this committee for the first year! In attending this meeting the past two years as a REALTOR member I again saw the hard work of NAR's team with Arnold Worldwide. Our meeting was held on Wednesday, May 17 with Lou Baldwin Chair. The committee's purpose is to recommend to the BOD policy matters related to NAR's consumer advertising and consumer outreach in support of the REALTOR brand in both residential and commercial real estate. Identify opportunities to enhance and extend NAR's consumer outreach for the direct benefit of members, and, in consultation with NAR's advertising agencies and staff, recommend related strategies and creative direction to the Leadership Team.

In an earlier May webinar meeting we reviewed the rough cuts of the new 2017 television advertisements along with social media cuts targeted specifically to the millennial. Most committee members did not see the connection with the millennial ads and suggested they be redeveloped and tested by millennial and also to be reviewed by the BOD. The BOD did not approve moving forward with the social media ads at this meeting. Arnold reviewed a couple different TV ads/lengths that will be completed and run supporting the humorous "using a REALTOR" message advertising. Commercial advertising was also discussed and the team is working on developing a plan to target that market. The media plan was reviewed and that will not be posted on NAR's website and kept confidential.

The Realtor.com representative presented new creative highlighting the new humorous "not-you" campaign featuring Elizabeth Banks who stresses the importance of buyers acting quickly on a home of their dreams. Find the home of your dreams through Realtor.com before the "not-you" does. These spots can be viewed on Youtube.com using the following links:

<https://www.youtube.com/watch?v=omBUC80rl4w>

<https://www.youtube.com/watch?v=qakkdiPGez8>

Realtor.com also reviewed supporting statistics that reflect Realtor.com buyers spend more time engaged on their site vs. other house hunting online sites.

NAR's Ad Center is up and running for members and associations. There are applications that can be shared via social media and also customized for local and state marketing efforts. Once ads are developed I would like our association to share through social media to increase out exposure to the home buying public.

The Consumer Communications Committee met 100% RPAC participation!

I also attended the following presentations: America Under President Trump: A View From Washington by Chris Wallace; Residential Economic Issues & Trends Forum with NAR's Chief Economist Lawrence Yun, RPAC Fundraising Forum to learn of new fundraising ideas; the RPAC Awards Ceremony to cheer on the great work by NDAR; 2017 Trends – Using Them to Grow Your Business by Gary Wise; and the Expo.

Thanks for giving me the opportunity to take part in this committee for 2017!